



# Livery Suaicheantas



## Livery

Vehicles | Principles  
Carbadan | Prionnsapalan

The base colour of all ScotRail vehicles, whether applied by paint or vinyl wrap should be ScotRail blue. The ScotRail core mark should be displayed prominently.

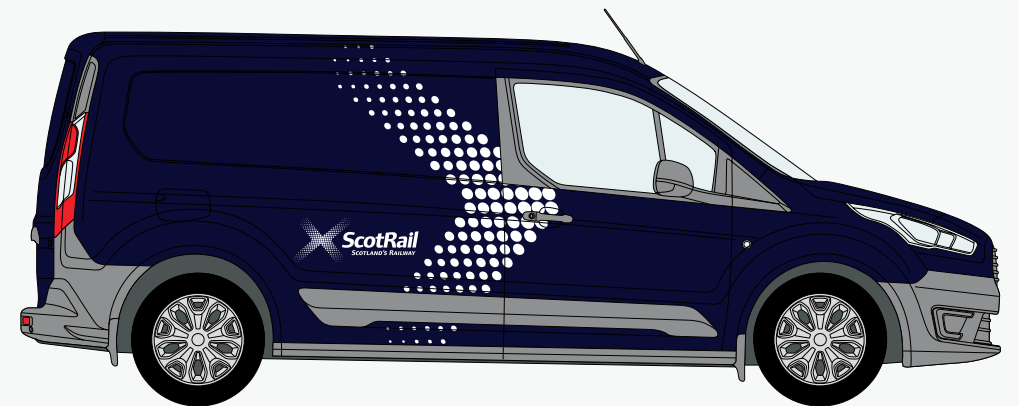
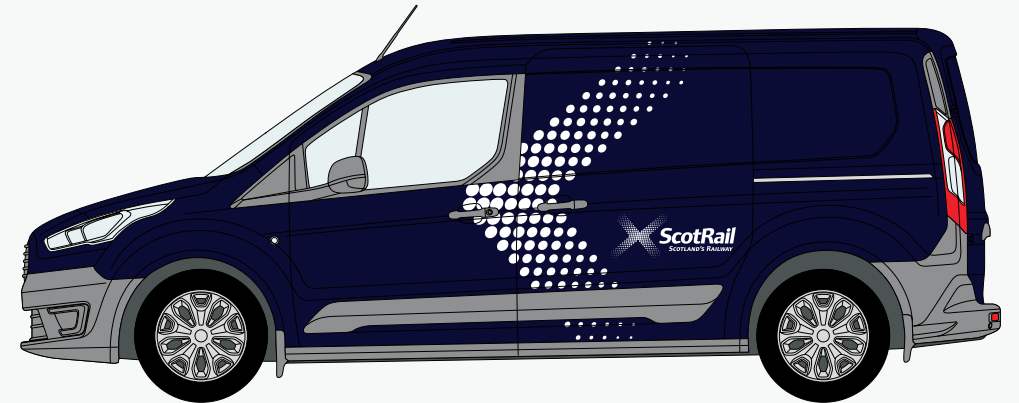
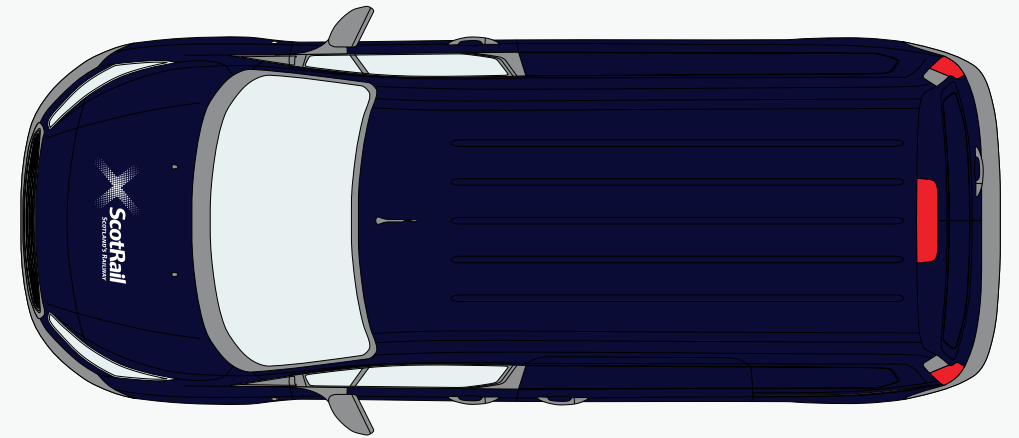
Vehicles differ, of course, so this guidance only seeks to lay the foundations for developing a visual style using the graphic elements and the colour palette.

Secondary elements from the core brand identity may also be used to create visual impact, and reinforce the brand.

Please refer to the core brand identity section for a reminder about how the graphic elements can (and cannot) be used.

### Ford Connect L2

-  ScotRail Blue Vinyl
-  White Gloss Vinyl



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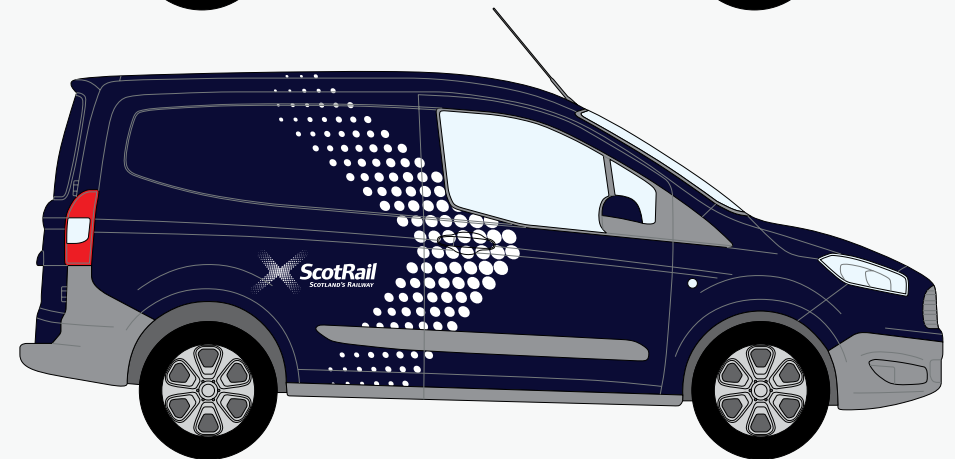
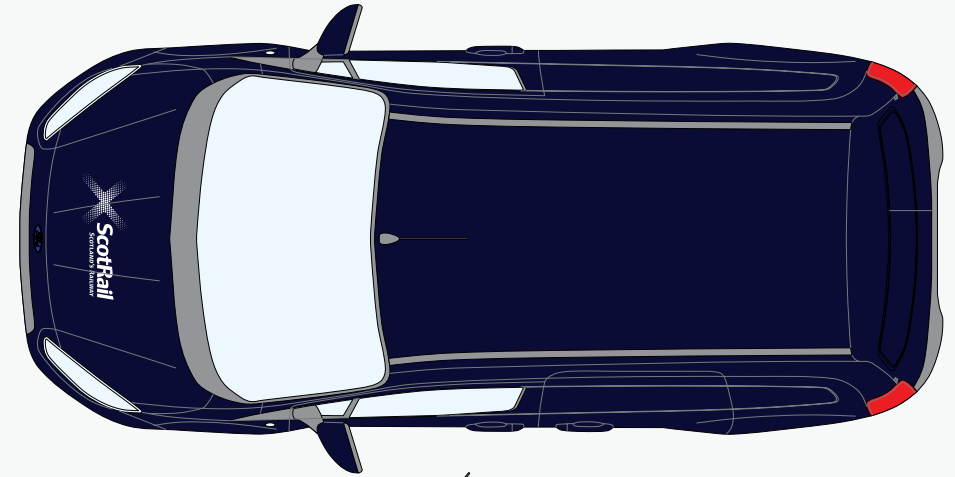
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### Ford Courier

- ScotRail Blue Vinyl
- White Gloss Vinyl





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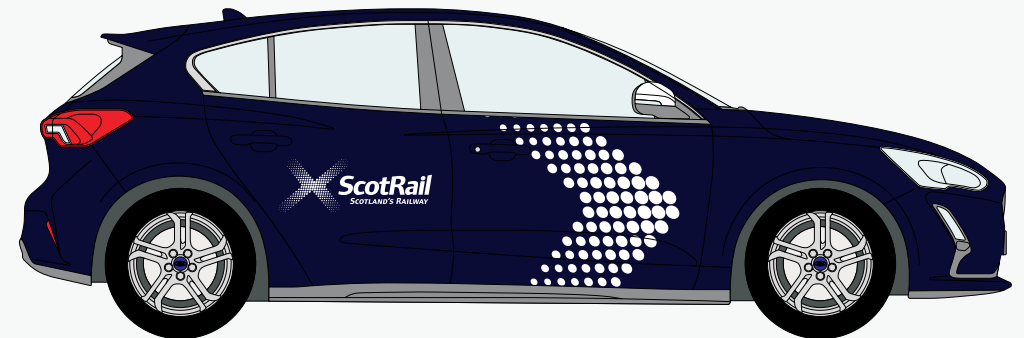
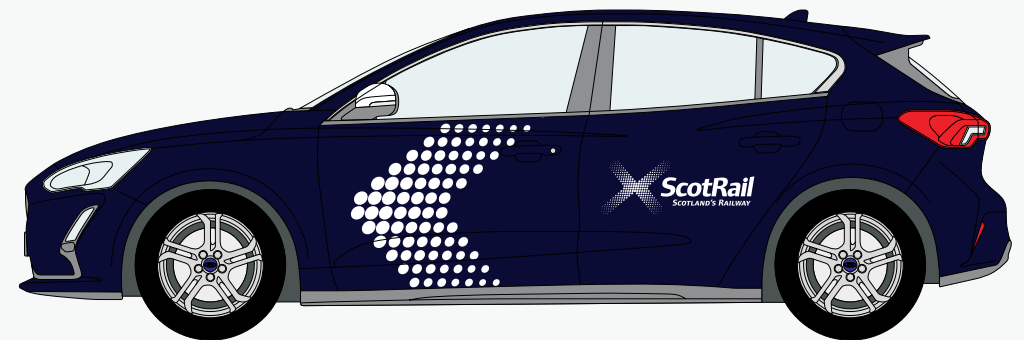
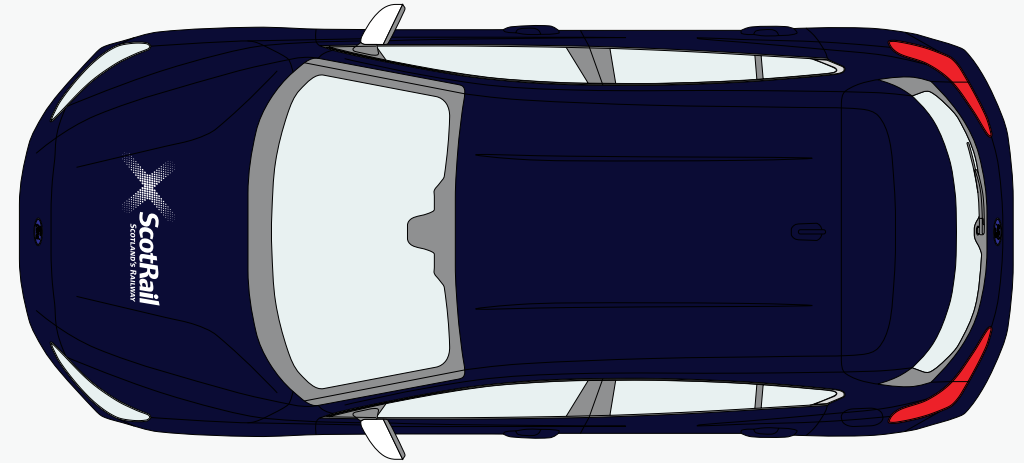
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### Ford Focus

- ScotRail Blue Vinyl
- White Gloss Vinyl



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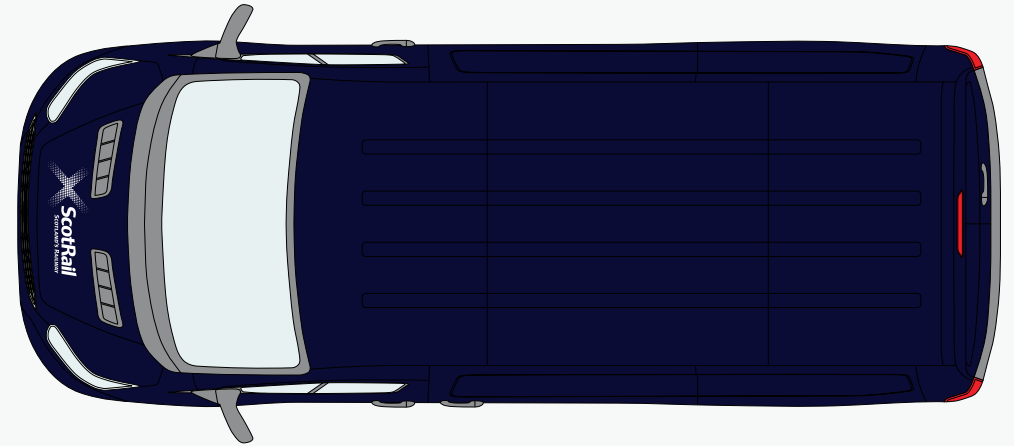
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### Ford Transit L2H2

-  ScotRail Blue Vinyl
-  White Gloss Vinyl



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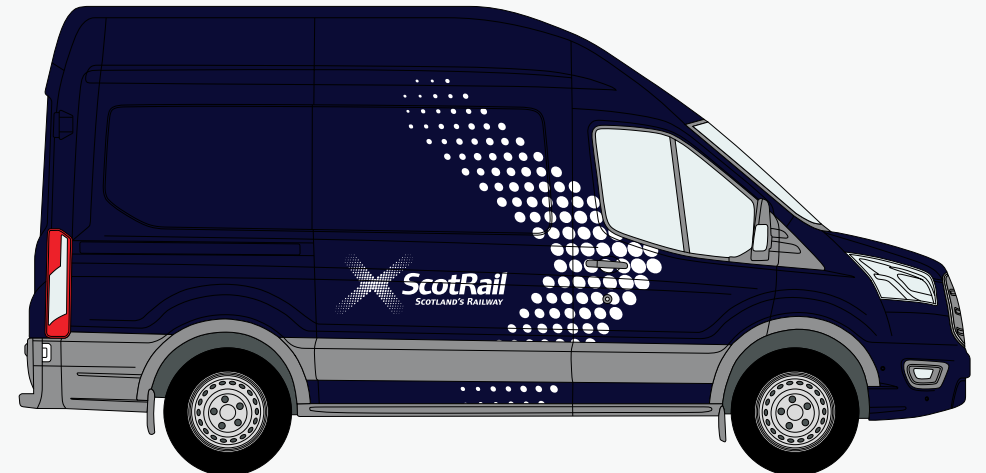
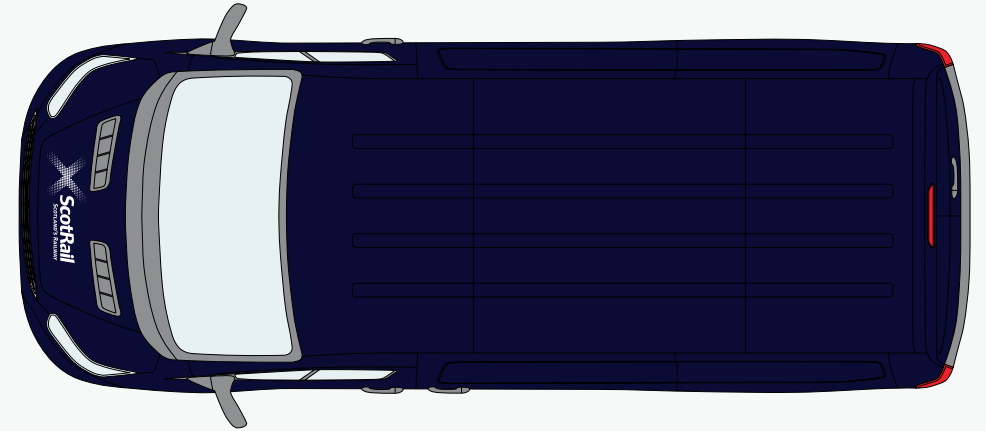
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### Ford Transit L2H3

- ScotRail Blue Vinyl
- White Gloss Vinyl



## Livery

Uniforms | Principles  
Èididhean | Prionnsapalan

All main garments should prominently display the ScotRail core mark. However, secondary elements from the identity may also be used to create accent features - or to brand smaller garments (ties, scarves, etc).

### Outdoorwear

ScotRail Result  
Waterproof  
3-in-1 Jacket  
R236



ScotRail Regatta  
'Ablaze' Softshell  
RJAA628



ScotRail Regatta 'Kingsley'  
Breathable Waterproof  
3-in-1 Jacket  
RJAA143



## Uniform wear

### ScotRail Adult Shirts

#### Mens

Long Sleeve:

SROSH01 - SRS9114SR

Short Sleeve:

SROSH02 - SRS9214SR

#### Ladies

Long Sleeve:

SRB01

Short Sleeve:

SRB02



### ScotRail Adult Trousers

Mens: SRT01

Ladies: SRT02



### ScotRail Polo SRPO1



### ScotRail Adult V-Neck Wool Sweater WJUAO1





## Livery

Other branded items | Principles

Nithean comharraichte eile | Prionnsapalan

Where to start? There is a huge range of everyday accessories and promotional items that could be branded with the ScotRail identity. A selection is shown on the following pages.

The important thing to remember here is that too much branding can often be as ineffective as too little. It is not necessary to print, paint or etch the ScotRail logo on everything. Sometimes, a hint of the brand - using colour or one of the secondary elements - can be just as effective in creating long-term awareness and recognition.

### Examples of branded items

Please refer to The Identity section for a reminder about how the graphic elements can (and cannot) be used.

